***Deevesh***

***CHAPTER 7***

***Who conducts marketing research?***

* **Syndicated Services**
* **Full-Service Research Suppliers**
* **Limited-Service research suppliers**
* **Customer Satisfaction Measurement programs**

***The Marketing Research Process***

* **Define The Problem**
* **Conduct Exploratory Research**
* **Formulate a Hypothesis**
* **Create a Research Design**
* **Collect Data**
* **Primary Data**: Info. Collected for the first time (Surveys, etc...)
* **Secondary Data**: Info. Collected from previously published sources (Data Statistics Canada)
* **Interpret and Present Research Information**

***Marketing Research Methods***

* **Secondary Data Collection**
  + Government Data
  + Private Data
  + Online sources
* **Sampling Techniques**
* **Primary Research Methods**
  + Observation Method
  + Survey and Interview Methods
    - Telephone Interviews
    - Personal Interviews
    - Focus Groups
    - Mail Surveys
    - Fax Surveys
    - Online Surveys and Other Internet-Based Methods

***Computer Technology in Marketing Research***

* **Marketing Information Systems (MIS)**
* **Marketing Decision Support Systems (MDSS):**
* **Data Mining**
* **Business Intelligence**
* **Competitive Intelligence**

***Qualitative Forecasting Techniques***

* **Jury of Executive Opinion**: Managers and Top Executives share their experience and knowledge
* **Delphi Technique**: Gathers input from experts outside the firm (Academic Researchers)
* **Sales Force Composite**
* **Survey of Buyer Intentions**

***Quantitative Forecasting Techniques***

* **Test Markets**
* **Trend Analysis**
* **Exponential Smoothing**